C–(continued)
Community relations–high school essay contest.....July, p. 13
Community relations–informational exhibits in local libraries .....December, p. 11
Community relations–infiltration by tabloid.....March, p. 9
Community relations–opening branch store....February, p. 10
Community relations–Pepperidge Farm good neighbor policy .....June, p. 15
Community relations–revitalizing a settlement house .....October, p. 8
Community relations–sound slide presentation for plant visitors.....January, p. 19
Community relations–transforming an eyesore.....July, p. 15
Community relations–use of puppet show by department store.....March, p. 11
Company history written by retiring PR director.....December, p. 12
Conferences–planning a PR conference.....March, p. 6
Conferences–PR conferences at Houston, Los Angeles, San Francisco, Tulane.....June, p. 23
Contests–baseball for boys.....November, p. 18
Contests–fire foto of the year.....September, p. 11
Contests–Maid of Cotton.....July, p. 11
Contests–student essay.....July, p. 13
Convention planning–PR conference.....March, p. 6
Convention publicity.....September, p. 9
Correspondence–do's and don'ts for handling consumer mail.....December, p. 7
Cotton promotion.....July, p. 11
Counseling firms–group session.....Annual Conference, p. 14
Crusade for Freedom.....October, p. 10
Customer relations–baseball for boys.....November, p. 18
Customer relations–correspondence handling...December, p. 7
Customer relations–editorial ads.....May, p. 13
Customer relations–for municipal power plant.....July, p. 6
Customer relations–opening branch store.....February, p. 10
Customer relations–use of puppet show by department store .....March, p. 11

D

Department store PR.....February, p. 10
Department store–puppet show.....March, p. 11
Detroit's 250th anniversary celebration.....December, p. 19

E

Economics–basic for the young.....Annual Conference, p. 37
Editorial advertisements .....May, p. 11
Educational PR.....February, p. 17
Education, economic–for the young...Annual Conference, p. 37
Education for PR–previous experience.....May, p. 10
Education for PR–writing experience.....July, p. 17
Education for PR–training and orientation...September, p. 15
Education for PR–college level instruction.....October, p. 9
Education–industry helps build better citizens..December, p. 3
Education–teaching of PR.....Annual Conference, p. 14
Education–teaching of PR in American colleges and universities.....Annual Conference, p. 34
Employee relations–award program marks anniversary .....December, p. 10
Employee relations–presenting "sales dollar" information .....February, p. 6
Employee relations–how wives influence husband's work .....June, p. 6
Employee relations–PR and the labor question.....March, p. 3
Ethics–PRSA code.....February, p. 3
Ethics for public relations.....October, p. 5
Exhibits for community libraries.....December, p. 11
Exhibits–new conference feature.....Annual Conference, p. 17

F

Farm-city relations.....April, p. 11
Farmers as a PR public.....December, p. 13
Fashion promotion–Maid of Cotton.....July, p. 11
Film showing.....Annual Conference, p. 27
Films–a list of sponsored films.....February, p. 9
Films–sound slide.....January, p. 19
Films–to interpret annual report to employees....January, p. 6
Films–"The Whistle at Eaton Falls".....July, p. 28
Freedom, American–thanks for.....Annual Conference, p. 30
French public relations.....February, p. 12
Fundamentals of public relations.....June, p. 3

G

Government–Citizens Committee for Hoover Report "cracker barrel" campaign.....February, p. 14
Government–economic stabilization vs. party politics. June, p. 16
Government–"Get out the vote" campaign.....May, p. 13
Government–Government ownership in U.S.....March, p. 2
Government–political action case history of Taft campaign .....January, p. 14
Government–PRSA develops pattern of cooperation with NPA .....February, p. 20
Government–State (Kentucky).....June, p. 10
Government–The Washington jungle.....February, p. 18

H

History of company written by retiring PR director .....December, p. 12
Holiday–Pancake Day.....May, p. 17
Houston PR Conference.....June, p. 23
How we did it–American Cyanamid sponsors library exhibits .....December, p. 11
How we did it–Basin Oil Co. gets along with neighbors .....July, p. 15
How we did it–Citizens Committee for Hoover Report "cracker barrel" campaign.....February, p. 14
How we did it–Fluor Corporation sponsors open house.....May, p. 6
How we did it–Grapette Co. uses magic for school program .....November, p. 19
How we did it–Pillsbury conducts a stockholder meeting by mail.....April, p. 8
How we did it–Reynolds Metals Co. interprets annual report by film.....January, p. 6
How we did it–Robert Metrick Co. dramatizes opening of new apartments.....March, p. 15
How we did it–Standard Oil Co. (Indiana) holds training clinic for branch advertising and PR representatives .....June, p. 8
Human behavior–some principles of..Annual Conference, p. 10

I

Income taxes–what the PR man should know.....January, p. 7
Industrial PR program–interpreting annual report to employees .....January, p. 6
Industrial relations–survey on how wife influences husband's work .....June, p. 6
Institutional advertising.....November, p. 13
Institutional advertising–effective use of.....May, p. 7
International public relations.....September, p. 3, 26
International public relations–French.....February, p. 12
International PR body planned.....May, p. 21

J

Job seekers in public relations.....July, p. 17

L

Labor as a PR public.....December, p. 13
Labor relations–concerning PR and the labor question .....March, p. 3
Lobby–Buchanan lobby probe attacked.....May, p. 3
Lobby–Buchanan lobby probe defended.....October, p. 14
Los Angeles PR Conference.....June, p. 23

M

Maid of Cotton promotion.....July, p. 11
Magazines–writing for business magazines....December, p. 16
Management–understanding of PR.....January, p. 3
Meetings and meanings of different types.....June, p. 13
Military public relations.....March, p. 12
Movies–and other visual materials (testing).....Annual Conference, p. 22

N

National Production Authority–PRSA cooperates with .....February, p. 20
Negroes as a PR public.....December, p. 14
Newspapers–students publish special weekly.....April, p. 13
News censorship–Resolution.....Annual Conference, p. 15
News releases–proper handling of.....January, p. 11
New York Chapter, PRSA–report of workshop committee .....May, p. 4

P–(continued)
PRSA's Commission on Research–
Rex F. Harlow.....Annual Conference, p. 38
PR Question of the Month:
"Is public relations getting to be an overcrowded profession?".....June, p. 12
"What is the greatest obstacle in the path to greater acceptance of PR by business?".....September, p. 13
"What outstanding benefits has the public obtained as a result of the development of PR?".....July, p. 8
"What previous experience best fits a person for PR work?".....May, p. 10
"Where do you think college-level instruction in PR can best be offered to be effective?"..October, p. 9

R
Radio engineers speak up–Harry E. Fry.....September, p. 9
Recommended Reading.....Annual Conference, p. 20
Report on a survey of public relations curricula in American Colleges and Universities–
PRSA Education Committee.....Annual Confernce, p. 34
Research–backbone of sound public relations–
Frank Lang.....April, p. 14

S
Sixty-four years of reports to employees–
William G. Werner.....May, p. 9
Slack time can pay dividends–David L. Keith..February, p. 15
Some new dimensions in public relations–
Rex F. Harlow.....December, p. 13
Some do's and don'ts for consumer correspondence–
William G. Werner.....December, p. 7
Speaking of pictures–Francis E. Hewens.....January, p. 16
State taxes and public relations–
Lawrence A. Cassidy.....June, p. 10
Student essay contest–a community service project–
Paul W. Kieser.....July, p. 13
Students make presses roll–Evan Hill.....April, p. 13

T
Tested community relations–Hugh C. Higley.....April, p. 9
Testimonial dinner–on a budget–Troy Knowles....May, p. 19
Thanks for American freedom–
Edward Paloyan.....Annual Conference, p. 30
The America most people do not see–
E. T. McSwain.....Annual Conference, p. 25
The lobby probe and public relations–Bert C. Goss...May, p. 3
The lobby probe revisited–Edgar Lane.....October, p. 14
The mathematics of big and little business–
John Q. Stewart.....April, p. 3
The Taft campaign–Ben E. Tate.....March, p. 14
The wage earner forum–a continuing PR tool–
Everett R. Smith.....July, p. 9
The Washington jungle–James P. Selvage.....February, p. 18
Training for PR–William H. Baldwin.....September, p. 15

U
Urban-rural relations–a report–Rex F. Harlow.....April, p. 11

V
Voting is everybody's job–Brendan Byrne.....May, p. 13

W
"We asked the stockholders–and they said 'make it plain.' "–
Lamar Kelley.....May, p. 15
We don't know enough–Earl Newsom.....January, p. 3
What can happen after 65–Charles C. Carr....December, p. 12
What makes people tick–
Albert C. Van Dusen.....Annual Conference, p. 10
What the PR man should know about income taxes–
Henry Schindall.....January, p. 7
What would you do?.....Annual Conference, p. 23
Why Taft won in Ohio–Harold K. Schellenger...January, p. 14
Women in public relations.....September, p. 6
Women's town meeting of Detroit–Noble D. Travis.April, p. 17
Work, save, vote and pray–J. B. Shores.....November, p. 13
Worn-out words–James M. Vicary.....March, p. 3
Writing for business magazines–
William T. Bostelman.....December, p. 16

INDEX BY SUBJECT MATTER

A
Advertising Americanism.....November, p. 13
Advertising–effective use of PR ads.....May, p. 7
Advertising–institutional.....Annual Conference, p. 22
America–most people do not see.....Annual Conference, p. 25
American freedom–thanks for.....Annual Conference, p. 30
Anniversary celebrations–Belmont Casket Company's employee awards.....December, p. 10
Anniversary celebrations–Detroit's 250th.....December, p. 19
Anniversary celebrations–
Illinois Central's centennial.....November, p. 9
Annual reports–interpreting to employees via film.January, p. 6
Annual reports–fancy vs. unadorned.....May, p. 15
Annual reports–to employees.....May, p. 9
Armed forces–work together in San Antonio.....March, p. 12
Art and public relations.....March, p. 8
Associations–group sessions .....Annual Conference, p. 16
Attitudes–McFadden survey of wage earner families..July, p. 9
Attitudes–psychlogical study of.....November, p. 5
Audio visuals–interpreting annual reports via film.January, p. 6
Audio visuals–list of sponsored films.....February, p. 9
Awards, employee.....December, p.10
Awards, PRSA .....May, p. 2

B
Balloons disseminate freedom's message.....October, p. 10
Baseball booster contest.....November, p. 18
Behavior, human–some principles....Annual Conference, p. 10
Better Business Bureau analyzes Charm Institute .....September, p. 25
Bibliography–recommended reading..Annual Conference, p. 20
Blind Industries lick whispering campaign with PR program.....December, p. 5
Books on audio visuals.....February, p. 11
Broadcast–program on PR.....Annual Conference, p. 35
Buchanan lobby probe attacked.....May, p. 3
Buchanan lobby probe defended.....October, p. 14
Business and industry–group session..Annual Conference, p. 12
Business magazines–writing for .....December, p. 16
Business policy.....July, p. 3

C
Censorship–Resolution.....Annual Conference, p. 15
Centennial celebration.....November, p. 8
Charm Institute analyzed by Better Business Bureau .....September, p. 25
Civil defense and paper cups.....October, p. 13
Clinic–definitions of various types of meetings.....June, p. 13
Clinic–training for PR and advertising representatives.June, p. 8
Code–enforcement machinery adopted–
Annual Conference, p. 28
Code of ethics–PRSA.....February, p. 3
Code of ethics–PRSA–amplified .....March, p. 10
College public relations–students publish special weekly .....April, p. 13
College public relations–revitalizing a settlement house .....October, p. 8
Comic books as a PR tool.....November, p. 16
Commemorative coins–Booker T. Washington...February, p. 3
Communications–balloons disseminate freedom's message .....October, p. 10
Communications–community contacts.Annual Conference, p. 22
Communications–employee publications–
Annual Conference, p. 21
Communications–graphic presentation.....January, p. 16
Communications–institutional advertising–
Annual Conference, p. 22
Communications–movies and other Visual Materials .....Annual Conference, p. 22
Communications–PR problems .....Annual Conference, p. 23
Communications–radio and television.Annual Conference, p. 21
Communications–survey to pretest annual report for employees .....February, p. 6
Communism–the rising communist tide in U.S.....March, p. 2
Community press relations.....November, p. 14
Community relations–contacts .....Annual Confernce, p. 22
Community relations–dedicating a new power plant .....November, p. 10
Community relations–editorial ads.....May, p. 11
Community relations–fifteen tried projects.....April, p. 9
Community relations–for municipal power plant.....July, p. 6

INDEX BY TITLE

A

An educator speaks—Howard M. LeSourd.....February, p. 17
A new field for private initiative—Russell W. Davenport. July, p. 3
A new use for an old medium—the telephone—
C. Lincoln Williston.....September, p. 17
Any writing experience?—Banks L. Miller, Jr.....July, p. 17
Armed forces work together in San Antonio—
Green Peyton.....March, p. 12
Art and public relations—Wilfrid Hibbert.....March, p. 8
A sound slide presentation for plant visitors—
Fred R. Jolly.....January, p. 19
A store is born—Mrs. Julia M. Lee.....February, p. 10
Attitudes—Bertrand Klass.....November, p. 5
Audio-Visuals: Part II—O. H. Coelln Jr.....February, p. 9

B

Baseball for boys—Constance Hope.....November, p. 18
Book Reviews:
American Arts and Symbols.....March, p. 6
Climbing the Executive Ladder.....February, p. 19
Economics of American Industry.....September, p. 19
Educational Publicity.....March, p. 16
How to Write a Speech.....September, p. 19
Philanthropic Giving.....March, p. 16
Public Opinion 1935-1946.....December, p. 21
Public Relations.....June, p. 19
Public Relations:
Edward L. Bernays and the American Scene. July, p. 19
Roads to Agreement.....October, p. 17
Successful Radio & Television Advertising. September, p. 19
The American Thesaurus of Slang.....June, p. 19
The Build-Up Boys.....April, p. 19
The Businessman's Book of Quotations.....July, p. 19
The Law of Labor Relations.....April, p. 19
The Management of Personnel and
Labor Relations.....January, p. 20
The Nineteen Fifties Come First.....April, p. 19
The Rise of Words and Their Meanings....February, p. 19
The Social Responsibility of Management. December, p. 21
The Way to Security.....October, p. 17
The Word Finder.....January, p. 20
Words and Their Uses.....June, p. 19
Business friendly—editor amazed!—
Lawrence McCracken.....June, p. 15

C

Celebrating a centennial—George M. Crowson..November, p. 8
City officials listen to students—Byron H. Christian...July, p. 6
Code enforcement machinery adopted—
Burns W. Lee.....Annual Conference, p. 28
College and Community—good neighbors!—
James W. Armsey.....October, p. 8
Comic books and PR—Joseph W. Musial.....November, p.16
Communications:
Employee Publications—
William R. Gerler.....Annual Conference, p. 21
Radio and Television—
H. B. Rorke.....Annual Conference, p. 21
Community Contacts—
Robert T. Borth.....Annual Conference, p. 22
Movies and Other Visual Materials—
E. W. Esmay.....Annual Conference, p. 22
Institutional Advertising—
Frederick Bowes, Jr.....Annual Conference, p. 22
Community infiltration by tabloid—Ralph Gates...March, p. 9
Community press—an important medium—
Richard W. Randolph.....November, p. 14
Concerning public relations and the labor question—
Martin Dodge.....March, p. 3
Cotton and cheesecake—Ernest Stewart.....July, p. 11

D

Dedicating a modern power plant—
Harold A. Smith.....November, p. 10
Detroit celebrates a birthday.....December, p. 19
Devices of propaganda—Emery S. Bogardus.....January, p. 9
Does America understand its international PR
responsibilities?—Hans Simons.....September, p. 3

E

Economic stabilization vs. party politics—
Alan H. Valentine.....June, p. 16
Editorial ads—a PR implement—Marihelen McDuff..May, p. 11
Effective use of public relations advertising—
Thomas J. Deegan, Jr.....May, p. 7
Employee awards—Nevin J. Rodes.....December, p. 10
Ethics—Stephen E. Fitzgerald.....October, p. 5
Exhibits—New Conference feature....Annual Conference, p. 17

F

Film showing.....Annual Conference, p. 27
Fire foto of the year contest—
Melvin R. Freeman.....September, p. 11
Foresight of the blind—Harold P. Levy.....December, p. 5

G

Getting down to fundamentals in public relations—
G. Edward Pendray.....June, p. 3
Group Sessions:
For Business and Industry.....Annual Conference, p. 12
For Service Agencies.....Annual Conference, p. 12
For Public Relations Counseling Firms
Annual Conference, p. 14
For Teaching of Public Relations. Annual Conference, p. 14
For Associations.....Annual Conference, p. 16

H

Here's the problem—what would you do?—
Andrew F. Jackson.....February, p. 5
How to measure results.....Annual Conference, p. 7
How's your impact?—R. W. Coffman.....February, p. 6
How we did it—
Louis J. Burns, Jr.....February, p. 14
Laurence Cook.....May, p. 6
Jesse Gordon.....March, p. 15
Keen Johnson.....January, p. 6
Burns W. Lee.....July, p. 15
William E. Mankin.....November, p. 19
Noel J. MacCarry.....December, p. 11
Conger Reynolds.....June, p. 8
V. R. West.....April, p. 8

I

"Importing" a holiday—Charles E. White.....May, p. 17
Industry and education—Merrick T. Jackson....December, p. 3
Industry's invisible employees—John G. Mapes.....June, p. 6
Information by balloon.....October, p. 10

L

Let's plan a PR conference!—Robert L. Bliss.....March, p. 6

M

Making a new place in the sun—
Milton Fairman.....Annual Conference, p. 4
Membership adopts Resolution on News
Censorship.....Annual Conference, p. 15
Meetings and meanings—Homer N. Calver.....June, p. 13
Mutual Broadcasting System to feature public
relations on network January 6...Annual Conference, p. 35

N

Now that we have a code—Homer N. Calver.....February, p. 3

O

One word—visualization—is worth a thousand pictures—
Richard F. Crandell.....April, p. 6

P

Plugging up the holes—Glen Perry.....September, p. 10
Prodigious development of PR services in the U.S.—
Marcel Chaminade.....February, p. 12
Publicity—carefully planned—Donald E. Lynch..December, p. 8
Publicity releases: You can make them work—
William T. Bostelman.....January, p. 11
Public relations for the small fry—
Thomas L. Cotton.....March, p. 11
PR program puts brake on orders!—
Lawrence McCracken.....October, p. 13
PRSA By-Laws.....March, p. 17

O

Old-age group as a special PR public.....December, p. 13
Open house—dedicating a new power plant....November, p. 10
Open house—Fluor Corporation.....May, p. 6
Open house—Sound slide presentation to plant visitors.....January, p. 19

P

Pancake Day—imported holiday.....May, p. 17
Panel—definitions of various types of meetings.....June, p. 13
Paper cup stockpiling to cut sales.....October, p. 13
Photographs—fire foto of the year contest.....September, p. 11
Photographs—check list.....February, p. 15
Pictures—use of.....January, p. 16
Pictures—visualization.....April, p. 7
Political action case history—Taft campaign.....January, p. 14
Profession—is PR getting to be an overcrowded profession?.....June, p. 12
Profession—What did I do today for my profession.January, p. 2
Professions—book publishers and PR.....June, p. 2
Project analysis formula.....September, p. 10
Propaganda by balloon.....October, p. 10
Propaganda—devices of.....January, p. 9
Publicity committee for radio engineers convention.....September, p. 9
Publicity for fund raising campaign.....November, p. 14
Publicity for insurance association school.....December, p. 8
Publicity releases—you can make them work.....January, p. 11
Public relations—and free enterprise.....July, p. 3
Public relations—as a profession.....Annual Conference, p. 4
Public relations—department store.....February, p. 10
Public relations—eight special publics.....December, p. 13
Public relations—for the small fry.....March, p. 11
Public relations—fundamentals.....June, p. 3
Public relations—a French view.....February, p. 12
Public relations—international.....September, p. 3, 26
Public relations—military.....March, p. 12
Public relations—Problems.....Annual Conference, p. 23
Public relations—state of the craft.....January, p. 3
Public relations teaching—group session.....Annual Conference, p. 14
Public relations—weapon of war.....March, p. 30
Public relations—women in PR.....September, p. 7
Public relations results—how to measure.....Annual Conference, p. 7
PR counseling firms—group session...Annual Conference, p. 14
PR programs—for service agencies....Annual Conference, p. 13
PR Question of the Month:
"Is public relations getting to be an overcrowded profession?".....June, p. 12
"What is the greatest obstacle in the path to greater acceptance of PR by business?".....September, p. 13
"What outstanding benefits has the public obtained as a result of the development of PR?".....July, p. 8
"What previous experience best fits a person for PR work?".....May, p. 10
"Where do you think college-level instruction in PR can best be offered to be effective?"..October, p. 9
PRSA—Annual business session, 1950 conference..January, p. 21
PRSA—Annual Conference plans for 1951 October, p. 19 November, p. 23
PRSA—Annual Conference for 1951 lauded; officers elected.....December, p. 23
PRSA—awards.....May, p. 2
PRSA—Board meets at Rye....September, p. 21; October, p. 19
PRSA—By-Laws.....March, p. 17
PRSA—Chicago sponsors one-day institute.....July, p. 21
PRSA—Code of ethics.....February, p. 3; March, p. 10
PRSA—Columbus conference.....July, p. 21
PRSA—committee on PR named.....October, p. 20
PRSA—develops pattern of cooperation with NPA.....February, p. 20
PRSA—Mexico society organized.....September, p. 21
PRSA—New York previews "Whistle at Eaton Falls".July, p. 28
PRSA—New York workshop committee report.....May, p. 7
Puppets—use of in department store PR program..March, p. 11

Q

Qualifications for PR—previous experience.....May, p.
Qualifications for PR—training and orientation.September, p.
Qualifications for PR—writing experience.....July, p.
Questionnaires determine teacher attitudes toward industry.....December, p.
Questionnaires determine wage earners' attitudes.....July, p.

R

Rank-size rule.....April, p. June, p.
Religious groups as PR publics.....December, p.
Research—backbone of sound PR.....April, p.
Research—PRSA's Commission on....Annual Conference, p.
Research—need for.....January, p.
Resolution—news censorship.....Annual Conference, p.
Results—how to measure.....Annual Conference, p.
Rural relations (urban-rural).....April, p.

S

San Francisco PR conference.....June, p.
School public relations—students publish special weekly.....April, p.
Schools—essay contest.....July, p.
Schools—industry provides educational materials.December, p.
Schools—magician for assemblies.....November, p.
Schools—puppet shows.....March, p.
Semantics—new social science.....June, p.
Semantics—worn-out words.....March, p.
Service agencies—group session.....Annual Conference, p.
Social engineering.....April, p.
Social Psychology—new social science.....June, p.
Social physics—mathematics of big and little business..April, p.
Social physics—new social science.....June, p.
State taxes and PR.....June, p.
Stockholder relations—by mail.....April, p.
Stockholder relations fancy—vs. unadorned reports...May, p.
Survey of PR curricula in American colleges and universities.....Annual Conference, p.
Survey of teachers and school administrators....December, p.
Survey of wage earners' attitudes.....July, p.
Survey to determine wife's influence on husband's work.....June, p.
Survey to pretest annual report for employees....February, p.
Slide films.....January, p.

T

Tabloids—community infiltration by.....March, p.
Taxes—income taxes and PR.....January, p.
Taxes—state taxes and PR.....June, p.
Teaching of public relations.....Annual Conference, p.
Teaching of public relations—survey..Annual Conference, p.
Telephone class.....September, p.
Training for PR—previous experience.....May, p.
Training for PR—and orientation.....September, p.
Training for PR—writing experience.....July, p.
Tulane PR conference.....June, p.

U

Urban-rural relations.....April, p.

V

Veterans as a PR public.....December, p.
Visualization is worth a thousand pictures.....April, p.
Voting is everybody's business.....May, p.

W

Western Union—new rates affect publicity release distribution.....June, p.
Whispering campaign against Blind Industries of California.....December, p.
Women as a PR public.....December, p.
Women in public relations.....September, p.
Words—worn-out.....March, p.
Workshops—definitions of various types of meetings..June, p.
Writing experience for PR.....July, p.
Writing for business magazines.....December, p.